



COLORADO WILDLIFE COUNCIL

Conference Call Minutes

July 9, 2020 ~ 10:00 a.m. - 11:10 a.m.

Zoom Call

Members Present: Bohrer, Brown, Gates, Gurzick, Melcher, Neinas, & Shettel

Members Absent: Justman

Also in Attendance: CPW: Jennifer Anderson (Staff Liaison), Ginny Sednek (Secretary), Andrew Ludwig (Outreach), Garrett Boudinot (Outreach); R&R Partners: Jacqueline Meason (Account Director), Katie Payne (Media); *The Fulcrum Group*: Sean Tonner

Introductions - Neinas

Made introductions and called the meeting to order.

Council Reports - Neinas

The Council discussed the new State Wildlife Area (SWA)/State Trust Land (STL) regulation requiring all adult users to have a valid hunting/fishing (H/F) license. The Parks and Wildlife Commission (PWC) approved this rule due to increased use not associated with their managed purpose, specifically for wildlife habitat and H/F recreation. The July PWC meeting will discuss further and CWC will be kept informed. Gurzick directed the Council to [CPW's SWA Access FAQ](#). Some users would like to contribute with an access permit rather than purchasing a H/F license, but the Federal Aid Program does not recognize permits/fees/passes. Meaning, any money made (except H/F licenses, which are exempt) would be returned to the USFWS since funding in part comes from Federal Excise taxes. Could CWC educate more about where the funding from CPW comes from (taxes do not pay for these state lands)? Gurzick and Anderson will work on presenting more information about this. Outdoor recreation has increased significantly and resident fishing license sales are up 88% (non-resident has also increased). Anderson has a call scheduled with CPW's CFO, Justin Rutter, to discuss spending authority options. Director Prenzlou approved the FY21 Operational Plan.

Outreach Team Update - Ludwig & Boudinot

Attended an event at Staunton State Park (SP), next event is at Barr Lake SP. Acquired all assets for the booth (tent, table, statues, banners, trailer, etc.). The Staunton event had successful face-to-face interactions with good engagement. The message resonates with visitors and they are motivated to take further steps. We are getting a sense of what is working well; the campaign, stickers, lip balm, t-shirts, and prize wheel giveaways. Use giveaways as incentives for survey to gauge success and for future outreach ideas. The online survey takes 5 minutes, already see good message retention and improved attitudes towards H/F (before/after). Survey includes action items (purchase habitat stamp, support, talk with friends/others about message, etc.). Questions about the SWA requirement came up, but after discussing CPW's talking points, people have been supportive of this. Will learn more overtime with survey data. Many would like to know where they could buy stickers/shirts. The Council was very excited and supportive of the outreach team's efforts. Anderson thanked Ludwig and Boudinot for being flexible, creative, and shifting gears due to COVID-19 to accomplish their goals.

Selling CWC Merchandise - Anderson

'This is the Wildlife' merchandise is popular, but the CWC currently cannot sell merchandise without a formal request to the Attorney General, further increasing the reserve due to the spending authority limit. One idea is to give CPW permission to sell these items.

Action: Research if CWC merchandise dollars can go towards education/outreach. - Anderson

Council Discussion

Does this fall into the preview of what CWC can do with CPW? Is there a conflict between the CWC and CPW taglines? CWC is part of CPW. CPW already sells items and the online store makes the most

sense (consider SP stores depending on capacity). R&R could share over social media. The Council would like to discuss this further.

Motion: For Gurzick and Anderson to explore selling CWC merchandise with CPW and will discuss details at a future meeting (Brown). Seconded. Motion carries by Council vote.

Strategic Consultation - The Fulcrum Group

The budget report is almost complete and Tonner will share with CWC. Will meet with legislators in July/Aug for insight on bills. The State budget does not look good. More local candidates are moving campaign budgets to social media and CTV. Suggest 'This is the Wildlife' mugs for legislators.

Sub-Committee Selection and Expectations - Anderson

- ❖ **Website Redesign (July-Sept):** Review/approve strategy, template, layout, imagery & copy
 - Tony Gurzick
 - Andy Neinas
 - John Justman

- ❖ **Creative Assets (during production windows- late summer/early fall 2020):** Review/approve - all scripts before production, casting selects, & post-production assets (ex: video file links)
 - Bob Shettel
 - Dan Gates

- ❖ **Influencers (during media campaigns July-August 2020 & January-April 2021):** Review/approve new influencers (individuals) & posts
 - Robin Brown
 - Gary Melcher
 - Jen/Ginny - to approve verbiage, messaging, etc.

- ❖ **Social Media - Community Management (year round):** Review/approve posts & responses.
 - Tony Bohrer
 - New East Slope Angler Rep
 - Jen/Ginny - to approve verbiage, messaging, etc.

- ❖ **RFP Process - timeline TBD:** Review/evaluate/approve RFP for new 5-year advertising contract
 - Bob Shettel
 - Andy Neinas

Expectations: In the Operational Plan (Strategic Goals), the Council agreed to increase engagement.

- Respond to Sub-Committee emails
 - R&R committed to be clear about deadlines; giving no less than 48 hours
- Review/approve/provide feedback
- Report to the Council.

Action: Review sub-committee roles and commit to the expectations. - Council

Council Member Terms Discussion - Council

Concerns about timing of onboarding new Council members and having a lack of knowledge with the transition of terms ending/beginning. This is critical in early 2022, when four seats will be vacant. Could we onboard new members before old ones leave to help with continuity, especially for seats

that are difficult to fill? Bohrer will transition to a county role in Craig, leaving the municipality seat vacant and Justman will be transitioning out of a county role. Could Bohrer transition from municipalities to the counties seat? Neinas and Anderson will discuss this further. The county seat does not have to be a county commissioner, just need to represent a rural county.

Action: Discuss Council seat transition (municipalities to counties) - Neinas and Anderson

R&R Partners Presentation

Summer Media Flight

Launched on 7/1 utilizing TV, YouTube, The Trade Desk, & Facebook/Instagram (Aug).

Website Redesign

Request website committee feedback: what is/not working and inspiring website recommendations (causes near and dear to ITW audience).

Creative Concepting

New ‘This is the Wildlife’ creative will focus on wildlife conservation messaging, current creative has economy messaging. Neinas would like to know if the economy message is still worth creating more assets. Purchased more high quality wildlife digital video for broadcast production (full rights buy out).

Quantitative Study Questionnaire

Revamping the questionnaire and would like to see the outreach team’s survey for cross reference and synthesis.

Action: Share CPW Policy and Planning market research - Gurzick

Next Steps

- Present new round of creative at the 8/13 meeting.

Motion: To adjourn conference call (Shettel). Seconded. Unanimously passes by Council vote.

<u>2020 Wildlife Council Meeting/Call Dates</u>		
Month/Location	Meeting	Conference Call
August - Virtual Meeting	Thursday 8/13	-
<i>September - Call</i>	-	<i>Thursday 9/10</i>
October - Denver	Thursday 10/8	-
<i>November - Call</i>	-	<i>Thursday 11/12</i>
December - Denver	Thursday 12/10	-